

PRESS RELEASE

LOYOLA OF MONTREAL FIFTH ANNUAL BILINGUAL FOOTBALL COACHING SCHOOL

A Backer of Football in Quebec

The general public is well aware of the sponsorship of C.F.L. telecasts by Labatt Breweries Limited. But little known to many, is Labatt's assistance to football at all levels in Quebec. One of the typical examples is their sponsorship for the past five years of Loyola's successful Bilingual Football Coaching Clinic. During this period of time over a thousand coaches from greater Montreal and remote places such as Chicoutimi, Shawinigan, and Rimouski have travelled to Montreal to be taught the latest in football techniques. Some of the top football men in Canada have lectured in the past including Frank Clair, Ralph Sazio. Marvin Bass, Jim Trimble and Leo Cahill. This year is no exception with Sam Etcheverry scheduled as the feature speaker.

Minor league football in Quebec has improved greatly during the last decade and we thank Labatt's for their contribution.

Schedule

Loyola of Montreal Fifth Annual
Bilingual Football Coaching School

	May 9, 1970	<u>Topic</u>
10:00 - 11:00 A.M.	Mr. Sam Etcheverry	Quarterbacking
11:00 - 12:00 Noon	Mr. Bruce Coulter	Overall Defense

12:00 - 1:30 P.M.	Lunch	
1:30 - 2:00 P.M.	Mr. Ed Nowalkeski	Aspects of Training
2:00 - 3:00 P.M.	Mr. George Dixon	Offensive Backfield
3:00 - 4:00 P.M.	Mr. Tony Pajaczkowski	Offensive Line Play